

Best Feature Photo

Division 5

2015 Better Newspaper Contest

By Adrian Sanchez-Gonzalez, Bozeman Daily Chronicle



Manhattan Volunteer Fire Department firefighter Scott Shuman dances with Bernadette Stanley, 2, during the Manhattan Potato Festival parade on Saturday, Aug. 16, in Manhattan.

It was taken with a Canon 5D Mark III and a 70-200mm f/2.8 L IS lens at 70mm, aperture f/2.8, shutter of 1/2000 of a second.

MNA Calendar

August

21 Deadline to submit articles for the August Press Pass

September

4 National Newspaper Carrier Day

7 Labor Day, MNA office will be closed

17 Deadline to submit articles for the September Press Pass

25 MNA & MNAS board of directors meeting, U of M School of Journalism, Missoula

25 Homecoming 2015: Journalism Alumni Reception 3:00 pm - 4:30 pm Don Anderson Hall Room 201

October

1 Deadline to file USPS Statement of Ownership, Management & Circulation form 3526

1 2016 Rate & Data Survey emailed to MNA Members

15 Deadline to submit articles for the October Press Pass

November

2 Deadline to complete the 2016 Rate & Data Survey

9 Montana Newspaper Foundation 2016 Internship Grant application opens

19 Deadline to submit articles for the November Press Pass

26 Thanksgiving - MNA office closed

DEAR MEMBER,

June 29, 2015

The Montana Newspaper Association continues in its mission of advancing and sustaining the news publishing industry in our state. John MacDonald, our lobbyist, worked closely with the legal affairs committee throughout the past legislative session and effectively presented our concerns with regard to several bills that were potentially dangerous to our industry. The public notice website has established our organization as the official repository of this information, an offensive move that should prevent the state from having a need to provide this function and potentially cost us significant revenue. This year, we also secured a new vendor for our newspaper digital archiving. Tecnavia is an excellent firm with satisfied newspaper clients across the nation. We look forward to working with them. As suggested at the March meeting of the MNA dues committee, this letter serves as a reminder of the dues structure, and as notification that the MNA board voted at the June meeting to continue the assessments for the lobbyist, digital archiving and the public notice website for 2016. The board of directors will review the financial status of our organization on an annual basis and determine whether to charge for the assessments on any given year. For 2016, the dues will reflect an 8.5% increase from 2015. The base formula is your 2013 open local column inch rate times the number of inches in a full page of your newspaper. In 2013, the MNA board voted to realize a 17% overall increase to the then-existing annual dues by 2016. As a result, 8.5% of this increase was achieved in 2014. Your 2015 dues were flat with 2014, and the additional 8.5% increase will be realized in your 2016 dues. We appreciate your membership and participation in our association, and will continue to provide you with committed leadership at the board, executive director and staff levels.

Sincerely,

Matt Bunk, MNA President

Cindy Sease, MNA Immediate Past President



825 Great Northern Blvd., Ste. 202
Helena, MT 59601
Phone 406-443-2850
Fax 406-443-2860

OUR MISSION:

To advance and sustain the news publishing industry in Montana.

Jim Rickman, Executive Director | jim@mtnewspapers.com
Kevann Campbell, Business Development Manager | campbell@mtnewspapers.com
Pamela Chriske, Accounting Specialist | pamela@mtnewspapers.com
mtnewspapers.com

July 24, 2015

MEMBER PROFILE

JIM ESHLEMAN

Publisher, Big Horn County News, Hardin Mt.

Personal Stats:

Born (year & place):

1960, Nuremberg Germany, father was in the army and stationed there. Hometown, Hardin Mt.

First newspaper job:

Photographer, Richland Free Press, Sidney Mt. When I was there, Sidney was in what was considered a newspaper war. There were three, the Sidney Herald, Richland Free Press and the Sidney Leader.

Family:

Single.

Education:

Bachelor of Science, Film and Television Production (photography option)
Montana State University-Bozeman



Jim Eshleman

Community involvement and diversions:

Presently Chairman of the City County Planning Board, Past Chamber of Commerce board member. Diversions: Landscape and wildlife photography and my reservation rescue dog.

How did your career lead you to where you are now?

If someone told me in 1984 that I would become publisher of a newspaper, I would have said, "you're crazy". Life can take you in strange directions. After leaving Sidney in 1986, I moved to Billings and went to work for a photo lab/ photographic sales retail store. By 1993, I was promoted to general manager of a photo retail firm that had five locations with five managers and 40 employees under me. During that time I found that my most important skills were my ability to manage and communicate with people, solve problems and multi-task.

What's the most important thing you learned along the way that prepared you for your current role?

Dealing with people and multi-tasking both are important in this industry. We are a small office of 3 to 4 people, so it's important to me to surround myself with good people and I'm lucky to have two full-time employees who are the very best. Each one of them, when called upon, can report, write, photograph, compose pages, proofread and any other number of tasks that they may be presented with. We work together as a team. We back each other up.

What aspect of the job do you find the most rewarding?

The people of the Hardin and Big Horn County are the most rewarding part of the job. I enjoy meeting and talking with them, getting their take on what's happening in the community, their concerns and issues. Another is no two days are alike. I enjoy waking up in the morning and seeing what kind of craziness will today bring.

What aspect of the job do you find the most challenging?

Finding balance. Here in Big Horn County we have a large Native American population. It's important that we cover what's of interest to the entire county. Even though we make every attempt, there are weeks when we are accused of not properly covering one constituency or another and that just is not the case.

What have you done to enhance the brand of your newspaper in your area?

It's important that we don't lock ourselves in the office. As a newspaper staff we are out in the community, seen covering events, on the sideline at football and basketball games, in the schools, at city hall, in the courthouse, in Crow Agency, Lodge Grass and surrounding areas. We are invested in our community and the people of Big Horn County know it.

What is your digital strategy right now?

Last fall we went online with a brand new website that allows us much more flexibility to keep our community updated. This includes an online subscription service that allows people to read the full newspaper without having to go to the newsstand. Being in a very large and rural county, it offers people greater access to local news and events.

What is your print strategy right now?

To put out the best paper that we can every week. This not only includes content, but design. We publish a paper that has the photographs, headlines and stories that make people want to buy our product.

How does the MNA serve you and your newspaper?

One area that has been most helpful is by supplying us with information concerning open meeting laws, advice on how to inform local elected officials about when and they cannot go into executive session. I also enjoy the fact that it helps me, through conventions and seminars keep up with trends in the industry.

PEOPLE and PAPERS

Great Falls Tribune

A GANNETT COMPANY

A new day for the Great Falls Tribune

Great Falls Tribune - June 28, 2015



Jim Strauss

The Great Falls Tribune building is looking more festive and our crew is in a celebratory mood as a new Gannett launches today.

I realize for most of our readers that raises reader question No. 1: What happened to the old Gannett?

CNBC watchers may catch the ceremonial ringing of the bell this morning by TEGNA employees, signaling the formal split of Gannett into two companies:

- TEGNA, which is made up of the broadcast and online companies and
- Gannett, which will be made up of the publishing units and their digital operations.

Great Falls Tribune Media is part of a new Gannett, which serves more than 100 markets in the United States and the United Kingdom. It has a digital audience of almost 100 million and 4.1 million U.S. print edition subscribers.

Based in McLean, Va., Gannett's flagship paper is USA Today. The combination of having a national newspaper and journalists in local markets throughout the United States gives Gannett a unique advantage.

When national news breaks in a local market, we have journalists on the ground who can cover that news with local knowledge and perspective, in contrast to parachute journalism, where reporters drop in from outside the market. Gannett's far-flung reporting team allows the Tribune to provide readers with a stronger national report online and in print.

The Tribune not only benefits from a national reporting force but also from the extensive digital expertise across our company that allows us to deliver rich online reports and next-generation solutions to our advertisers.

So, the next question on your mind is no doubt: What does a new Gannett mean for the Tribune, my local newspaper and digital news source?

Our local team and our commitment to covering and connecting with our communities is not changing. Team Tribune has more than 100 employees with almost 1,000 years — 998 to be exact — of experience covering and delivering the news and serving as this market's No. 1 advertising source. New Gannett or old Gannett, our dedication to and love of Montana is unwavering.

We will continue to put our coverage emphasis on covering the topics most important to our readers, from education, to jobs, to local sports, to experiencing Montana's outdoors.

And our commitment to watchdog journalism, from the steps of the capitol in Helena to Montana's remote corners, continues as we investigate challenges and issues affecting Montanans.

One area we have ramped up in 2015 is connecting with community partners to improve our quality of life. The Tribune Community Connected efforts have made a difference in issues ranging from the serious, such as a forum for ideas to prevent child abuse, to the celebratory, such as sponsoring an awards ceremony for local youth athletes.

We also will continue to adapt the way we deliver the news to meet readers' changing preferences. We deliver the news via print, e-paper, desktop, mobile phone, tablet and social media.

While print continues to be our largest audience, mobile is our fastest-growing audience. Our mobile traffic is growing at more than 125 percent a month. A couple of weeks ago, Erin Madison's single story and photos about glamping — glamorous camping — generated more than 322,000 mobile views and 133,000 desktop views. Remember: Those numbers don't include the reach of our print edition and widely popular e-paper edition, which regularly tops 2.5 million page views a month.

Gannett last week rolled out this purpose statement for our new beginning: "We are a next-generation company that empowers communities to connect, act and thrive."

That's right on the mark for the Great Falls Tribune. We're proud to be part of that mission and are confident we will make an even bigger difference in the communities we serve in the months and years ahead.

Thanks for being a Great Falls Tribune reader.

— Jim Strauss is publisher and editor of the Tribune

PEOPLE and PAPERS

In Memorium



Bonnie Clincher Red Elk

Award-winning Montana journalist and editor, Bonnie Clincher Red Elk, died Sunday due to complications from a stroke she suffered in 2014. She was 63.

Red Elk was a member of the Fort Peck Tribes and a Poplar resident. In 1975, with no journalism school training, Red Elk began working for the Fort Peck Assiniboine and Sioux tribes' official newspaper, the Wotanin Wowapi, and worked her way into the editor's position a year later.

In March 2006, Red Elk began researching a possible story after learning that the chairman of the tribes, John Morales, allegedly used tribal funds for personal trips to Florida. Morales fired Red Elk from the editorial position she had held for 30 years within the week.

One month after being fired from the Wotanin, Red Elk opened an independent newspaper called the Fort Peck Journal, and set up shop on Poplar's Main Street. Roughly 1,000 inaugural issues of the Journal were printed in April 2006. Morales was ousted from his position as tribal chairman six months later.

By 2008, the Fort Peck Journal's circulation had doubled and the newspaper had established its own website. The Wotanin Wowapi, by comparison, was closed in February 2007 due to a lack of ad revenue and declining readership.

In 2007, the Native American Journalists Association honored Red Elk with the Wassaja Award, given in recognition of journalists' and publications' dedication to continuing to report the news in the face of challenge and even threat. In giving the award, the NAJA cited Red Elk's and her colleague Marian Montclair's "courageous dedication to the citizens of the Fort Peck Assiniboine and Sioux Tribal Community and the rights of those citizens to a free and uncensored press."

In 2008, Red Elk also received the Montana Free Press Award, an honor bestowed by the University of Montana's schools of law and journalism.

"There came a day when her reporting no longer pleased the tribal chairman," UM journalism professor Clem Work said during the award presentation. "So, she started her own newspaper so she could truly cover the tribe."

"I did not back away from controversy," Red Elk wrote for a Harvard University publication in 2007. "I approached my job strictly from the perspective of a journalist, without animus toward those on whom I reported."

Red Elk continued to serve as the Journal's editor until 2014 when she suffered a debilitating stroke. She is survived by her four children and four grandchildren.



Gregory Roe Corr

Gregory Roe Corr, 57, of Bigfork, passed away on July 1 from cancer. His soul mate and wife Cheryl was at his side. He fought bravely since being diagnosed in 2014 with lipo-sarcoma. The funeral service was Tuesday, July 7 at Epworth United Methodist Church in Kalispell with a burial service that followed at the Bigfork Community Cemetery.

Greg was born in Seattle, Wash. on June 24, 1958, the third child to Carolyn (Lien) and Odon Corr. They eventually moved to South Dakota where Greg graduated high school and enrolled in South Dakota State University, earning a degree in journalism in 1982.

Greg began his long and accomplished career in the small newspaper business while interning at various newspapers in South Dakota during his college years. He then worked for and/or owned numerous newspapers in Colorado, Iowa, Alaska, North Dakota, Wyoming, Wisconsin, Cascade, Mont. and lastly, was owner/publisher of the Whitehall Ledger in Whitehall, Mont. for the past nine years. His newspapers won many achievements and awards and in June of this year, he was awarded Master Editor/Publisher by the Montana Newspaper Association, a prestigious accolade to top off his 35 years in the business.

Greg had a love of the outdoors, and during his younger days, he worked summers at Glacier National Park, Yellowstone National Park and Denali National Park in Alaska. He was also athletic and rode his bike on 20 mile rides for exercise.

In 1991, he married Lisa Connors and they later divorced.

Greg's pride and joy were his two children, Jerrica and Keaton. Although he lived apart from them for some of their childhood, he made every effort to visit them on weekends and have them spend summers with him in Whitehall. He loved summertime when they came to stay with him in Whitehall.

Greg was a kind, gentle and generous soul and made everyone around him comfortable. He had a warm genuine smile and was a good listener and counselor. He donated gallons of his blood to the Red Cross and United Blood Centers. He started a coin collection drive in Whitehall to help travelers who were down and out and needed a boost. He was on the board of directors at Liberty Place in Whitehall and served on the board of the Montana Newspaper Association. Greg was everyone's friend and gave freely of his time and energy. He loved small communities and served each one in which he lived.

In 2008, Greg met the love of his life, his wife Cheryl. They spent their days running the newspaper, walking their dogs and enjoying life. They took many trips and vacations together as the newspaper would allow. Their favorite trip was to Yellowstone and Grand Teton National Parks. Greg loved Mexican restaurants and he and Cheryl frequented their favorite one in Butte often.

When Greg was diagnosed with cancer, he and Cheryl made plans to sell the Whitehall Ledger and move near Cheryl's hometown of Kalispell. They bought a small cottage along Highway 35 with some cherry trees and a gorgeous view of Flathead Lake. This is where Greg spent his remaining days.

PEOPLEandPAPERS

MNA adds to scholarship funding

During the Montana Newspaper Association's June 13 convention and awards ceremony, the organization announced that it is more than doubling the amount of annual scholarship funding it provides to University of Montana School of Journalism students.

"This is just our way of nurturing the future journalists of Montana," says MNA Executive Director Jim Rickman.

Providing scholarships to aspiring journalists falls squarely in line with MNA's mission, which is to advance and sustain Montana's news publishing industry. In recent years, the organization has provided \$2,500 annually for promising J-School students through the Pat Burke Memorial Scholarship, in honor of the wife of the late Frank Burke, a longtime publisher of the Glendive Ranger-Review, and the Dean Stone Award, named after J-School founder Dean Arthur L. Stone. Beginning in the 2016-2017 academic year, MNA will increase its scholarship funding to \$6,000.

"The J-School is very grateful for this additional support from our old friends at MNA," says University of Montana School of Journalism Dean Larry Abramson. "These scholarships are critical as we try to attract and nurture the best journalism students, and send them off to MNA papers."

The most recent MNA award winners are Charli White, a photojournalist from Silesia who is entering her senior year. White, who garnered the Pat Burke Memorial Scholarship, says the MNA's generosity will help her fulfill a dream to study abroad. The Dean Stone Award, went to Micah Drew, a UM track and cross-country standout and an aspiring sportswriter from Boise. After graduating, Drew, also a senior, aims to write for sports and adventure magazines.

New MNA bylaw change reflects public notice coding and newspaper archiving

At the June 13, 2015 MNA annual meeting members voted to accept the following language to support our efforts to retain public notices and legal advertising in newspapers.

New bylaw Article II Section 4:

Professional Members will follow any procedures outlined by the MNA Board of Directors for coding of public notices and legal advertising, and the transfer of complete newspaper page files for digital archiving.

The Montana Newspaper Association commends the vast majority of our members that are coding notices and uploading newspaper pages. Your efforts have allowed the MNA to maintain montanapublicnotices.com, Montana's only single source website for public notice and legal advertising.

And when you upload pages, you also gain access to a free searchable electronic archive of your newspaper. If you have questions, please contact Jim Rickman, Executive Director at jim@mtnewspapers.com or 446-2850.



Suzanne Resch

Resch named General Manager and Ad Director of The Western News

The Western News recently promoted Suzanne Resch to the position of Interim General Manager. Suzanne has been the Advertising Director since November 2014 and will maintain those duties in addition to her new responsibilities.

Resch has lived in Libby her entire adult life and has a great perspective on the dynamics of business in Lincoln County. Prior to The Western News, she owned a restaurant and has a deep understanding of, and affinity for, small business.

PEOPLE and PAPERS

Four things I learned as a journalist

By Briana Wipf, July 15, Great Falls Tribune



Briana Wipf

If you're reading this, it means my stealthy escape from the Great Falls Tribune was a success, that I was able to outrun the dogs, scale the barbed wire fence and make a clean break past the sewage-filled moat to my very own post-journalism tropical beach.

I'm likely reading or fishing or writing creatively or quilting or walking the dog or doing any number of things that are not journalism but are delightful.

For all those wondering, I'm headed to graduate school in the fall to pursue a master's degree in English literature. So yeah, this whole journalism thing didn't quite work out.

But after nearly five years in the business, I've definitely learned a lot. At the very top of that list was an important lesson for a painfully shy person like me: Talking to people you don't know will not induce your death. But there's also a short list that I've been thinking about for the past few weeks. Among others:

1. Local people change communities. One of the first and most significant lessons I learned as a journalist was that people who want to effect change in their community can do it. My first journalism job was at the Cut Bank Pioneer Press, my hometown newspaper, and I was very quickly humbled by my neighbors' hard work to make their community a better place. The same is true for Shelby, another town where I worked, and Great Falls. The truth is, no big company is going to come swooping into your town, invest in it and make it better. Only the residents of that town can do it. And no company will ever come "save" the town if the community won't invest in itself. So go out and get after it.

2. You look fine in pictures. Really, you do. Unless you're Mothra, then you might not look so nice in photos. When people say a photo is "bad," usually it's fine. They're actually looking at their photo with squiggly glasses. Now, there is one situation where you may not look fine in your photo, and that's when you cop an attitude about someone taking your photo. Instead of smiling and cooperating, you end up with a nasty snarl on your face and guess what? Now you look bad in that photo and it's not my fault. Mind you, this is coming from someone who is really not photogenic, and I am proving this by putting a very unflattering head shot with this editorial.

3. We need mentors. When I called the Pioneer Press's editor, LeAnne Kavanagh, to ask for a job, I told her I'd do anything that wasn't illegal. She took me up on that, and I am extremely fortunate to have been mentored by her and her husband and Pioneer Press publisher, Brian. I am so thankful for that opportunity and guidance, and for the additional mentoring I've experienced at the Tribune. I've tried to pass that on when I could. We all need someone to take a chance on us now and then, that's the only way we can have the opportunity to be successful.

4. Journalism is important. We need it. Our government cannot function without a free and thriving media. So, please support your local news organizations, and I'm looking straight at you, rural folks. If your weekly paper folds, nobody is going to cover the school board or city commission. That's our job as journalists — to watch, report and hold feet to the fire when necessary. But newspapers need to do their part too, by investing in their reporting staffs and supporting quality journalism.

That's it folks, besides the fact that AP style is not exactly the most logical thing in the world. I'm much more a fan of MLA or Chicago styles, both of which I may just be using quite a lot in the future. It's a good thing.

Briana Wipf, who spent nearly three years on the Tribune Staff, is heading back to college to pursue a master's degree in English.

Evan Frost joins Great Falls Tribune as intern

Conversations with his ailing grandfather inspired Evan Frost to pick up his camera and capture the world around him. His friends took notice of his love of photography and encouraged him to look into the University's of Montana's photojournalism program.

Frost grew up in Plymouth, Minn., and after studying social work his freshman year at the University of Montana, he was taking a year off to attain residency. Upon returning to school, he found a home in the School of Journalism and in the Montana Kaimin newsroom. Starting as an unpaid "intern" for the Kaimin, he quickly rose to the position of deputy photo editor. He attended the Rocky Mountain School of Photography in the summer of 2014 where he learned the ins and outs of lighting, composition and camera technology.

After finishing his internship with the Great Falls Tribune, he will return to Missoula for his senior year, serving as the multimedia editor for both the Kaimin and Montana Journalism Review. He is interested in pursuing a career in photojournalism.

Evan's internship program with the Great Falls Tribune is sponsored in part by the Montana Newspaper Foundation.

Bridge to the Fast Lane

Using something you already have to make work easier



Kevin Slimp
The News Guru
kevin@kevinslimp.com

When a person visits as many newspapers as I do, he starts to notice similarities. It used to be that most papers wanted staff training in InDesign (or QuarkXpress in years past) and Photoshop. I usually convince clients that they should get a little training in Acrobat while I'm around, and probably an hour's education in layout and design. After all, I'm usually on site for a full day or more.

Lately, I've noticed some interesting trends. With the inception of Adobe Creative Cloud, I began noticing more papers were interested in learning how to use the InCopy/InDesign workflow. I even dedicated a column to one such paper back in February. InCopy's not the only application getting renewed interest these days.

Last week, I spent a day with a weekly newspaper in Eastern Ohio. I even took a pic of the big building shaped like a basket to prove it. After lunch, the publisher asked something I've heard quite often in my visits with 100-plus newspapers this year, "Could you take a little time to teach us some things about Bridge?"

Adobe Bridge isn't exclusive to the latest version of Adobe products. The Bridge and its predecessor, the Photoshop Browser, have been around since Photoshop 7.0. Ask your parents or grandparents about it. They probably remember the Browser.

With the advent of Creative Suite in 2003, the Photoshop Browser made way for Adobe Bridge, which worked in much the same way. The difference is that Bridge works with more than just Photoshop, although it's still most commonly used in association with the photo manipulation application.

Why the sudden resurgence of interest in Bridge? My guess is that word has gotten around that Bridge is one of the most useful tool in Adobe's arsenal, especially when it comes to automating processes to save time. And while your newspaper may have all the time in the world, a lot of folks are looking for ways to save time, without cutting corners when it comes to quality.

Let's look at a few of my favorite Bridge features:



Batch Rename

Upon opening Bridge and selecting a folder, the user sees thumbnails of each of the items in that folder on the screen. When selecting a camera or card reader, the user will see thumbnails of the pics on the camera card. When selecting all, or a select group of files on a card, thumbnails will appear in Bridge. By right-clicking on any of the images, a list appears which includes the option, "Batch Rename."

Batch Rename makes it easy to quickly rename all the images at once and save them to a place you designate on the computer or server. For instance, let's say you took 200 photos at a ball game. You might name them "tigersfoot-001," "tigersfoot-002," and so on. You could even include the date in the filename, using something like "150812-Tigersfoot-001."

Keywords

Jean Matua, Minnesota, once asked me how she could easily create a photo archive of her pics, without purchasing expensive software to do it. The answer was a no-brainer, "Use Adobe Bridge."

Bridge allows the user to include hidden information inside photos that can be used to simplify the search process days, months or even years from now. Let's say you took the 200 football pics from the previous example and wanted to add keywords to them. One option would be to add specific words to every image. "Football" or "Tiger" would be examples of keywords the user would want included in each pic. This could be done by two clicks of the mouse.

Other keywords, such as "quarter-

back" or "Smith," wouldn't be needed in every photo, but would be helpful in pics that included a quarterback or someone named "Smith." These could be added individually to the appropriate images.

Begin adding keywords to each image and before long you will have the ability to search through years of photos in seconds, using just a few clicks on the keyboard.

Image Processor

The Image Processor tool in Bridge is actually based on a script in Photoshop, not that you need to know that to use it. Bridge contains dozens of tools to speed up your workflow. The Image Processor speeds things up by automating many tasks that could take hours manually.

For instance, let's say I've just received 200 images of houses for a real estate guide that's due yesterday. I could open each pic individually and resize and save in Photoshop. An option might be to use image processor to open, resize, convert each pic to CMYK (using an Action, which is accessible by Image Processor), then saving the images as TIFF files, with LZW compression, in a designated folder. Instead of spending three hours to prepare the photos, I've spent two minutes.

That's a very brief rundown of a few of the tools in Adobe Bridge. When I spoke with Jerry Tidwell yesterday, about my trip to Texas this week, he asked me to cover a little InCopy information while at his paper. Once I arrive in Granbury, I won't be surprised if he says, "Hey, Kevin. Could you cover a little Bridge while you're here?"

ADVICE from the EXPERTS

Wanna be a better designer? Never...ever ...use a funky font!



*There should be a law
against funky fonts*

*By Ed Henninger,
Henninger Consulting*

Some call them “decorative.” Or “illustrative.” Or “expressive.” I call them funky fonts.

These are typefaces like Snowcap. Or University Roman. Or Comic Sans. Or Mistral. Or Barbatrck. Or Typewriter. Or Toolbox. Or Giddyup. Or Critters. Or Curlz. Or Nueva. Or... Or... Or...

They’re all funky fonts—and none of them deserves a place in your newspaper.

Funky fonts are: Cheap. Cliché. Dated. Silly. They’re also difficult to read. But the real problem with funky fonts is that they tend to draw too much attention to themselves, becoming a dominant part of the design of a page.

If you want to use funky fonts, save them for those advertisers who find them appealing. But let’s not use them in our page designs.

Funky fonts may have a place in other publications—like church bulletins or high school yearbooks—but I can’t think of a designer for a high-class magazine (Elle, GQ, Vogue and NatGeo come to mind) who would debase a design with a funky font.

A quick story:

Years ago, I was approached by the features editor of a client newspaper on the very morning we were launching a redesign. She showed me her feature front. It included a funky font for a headline.

“No, Amanda,” I said. “As of today, we’re only using our new headline and accessory typefaces for design elements. No more funky fonts.”

“Oh...” she said, her voice trailing off.

“Tell ya what,” I said. “I’m gonna make you a better designer right now, with one simple rule.”

“What’s that?” she asked.

“No more funky fonts. Not for three months, until I return for my follow-up visit. None!”

“OK,” she said. But I could see she wasn’t quite convinced

The launch went well, I left town.

When I returned three months later, Amanda saw me walking in the door. She pointed at me, looked at me purposefully and shouted across the newsroom: “You’re right!”

“I know,” I said, joking. But I really had no idea what she meant.

“Tell me how I’m right.”

“I’m a better designer than I was three months ago.”

“Yes, you are,” I said. “I’ve been looking at your pages in the papers I get mailed to me. But...you tell me why.”

“Because I’m no longer using funky fonts. Now I don’t waste my time spinning through that CD of fonts, searching for just the right one—which is often the wrong one. Now I pay attention to the design of the entire page. My designs are better because I’m looking at the whole design, not just one silly font.”

I couldn’t have been more pleased.

“So,” I said, “what did you do with that CD.”

“I don’t know. I think I tossed it.”

End of story.

Wanna become a better designer? Right now? Start today: Never...ever...use a funky font again.

.....

WANT A FREE evaluation of your newspaper’s design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322



2015 foundation ROUNDUP

Montana Newspaper Foundation annual banquet and fundraiser a success!

Spirits were high along with the generous bids and donations raising an abundance of fun and funds at the Montana Newspaper Foundation fundraiser event held in conjunction with the 2015 annual convention at Big Sky! **With proceeds from the raffle and the night's activities the Foundation met and exceeded its goal by raising \$12,541!** The success of the event has made expansion of the Foundation scholarship program possible. Board members under the leadership of board president, Melody Martinsen of the Chateau Acantha reviewed the state of the Foundation and voted to increase the dollar amount of all future scholarship awards. The Foundation was also honored to host a special raffle and benefit auction for Greg Corr. In addition to the funds generated for the Foundation, guests attending the Friday evening event made contributions of \$2,840 to the Greg Corr fund. Thank you to all who attended and participated and for the many contributions that made the event possible.

Foundation Banquet - \$1,525

61 members and guests made \$25 contributions to the Foundation as part of their convention registration

Larry Abramson **Eve Bryon** Zach Holden **Tim Rasmussen** Dan Furstenau **Jim Clarke** Matt Volz **Brian & LeAnne Kavanagh** Jonna Tafelmeyer **Dick & Debbie Crockford** Dennis Swibold **Carol Crittendon** Greg Rachac **Lynne Foland** Matt Gibson **Heidi Starrett** Susie Mullen **Holly Lehnen** Anna Burris **Mark & Cheryl Nook** Aaron Clingsmith **Darla Downs** George & Sherri Hoffman **John Cribb** Alastair Baker **Rhonda Baker** Sylvia Drain **Cindy Sease** Ginger Lynch **Marlo Pronovost** Melany Preece **Chad Knudson** Justin Post **Hunter D'Antuono** Jim Durfey **Tim Burmeister** Jacques & Kristin Rutten **David McCumber** Tyler Miller **Greg Lemon** Melody & Jeff Martinson **Jim & Dee Strauss** Pat Busby **Matt Bunk** Kellyn Brown **Lance & Melissa Farhney** Steve Larson **Dillon Tabish** Justin Franz **Tristan Scott** Dan Killoy **David & Jan Anderson** Peter Fox **Alan & Janet Bublitz** Scott Squillace.

Spelling Bee - \$950

5 team registrations and re-entry fees

Gudest Spellurs – David McCumber, Greg Lemon, Tyler Miller – 2015 Champions
HipBees – Lynne Foland, Matt Gibson, Heidi Starrett
Onamatopoea – Dick Crockford, Janet Bublitz, Chad Knudson
Soon To Bees – Matt Bunk, Jacques Rutten, Darla Downs
Spell Check Yo'Self – Tristan Scott, Dillon Tabish, Justin Franz



Silent Auction Donations and Winning Bidders - \$1,705

\$450 in cash and 14 items were donated and purchased through the silent auction

Winning Bidder

Winning Bidder	Item
Alan Bulblitz	Willie's Distillery Gift Pack
Alan Bulblitz	Bottle of "Last Chance" organic Syrah wine
Cindy Sease	Pioneer Meats Gift Pack
David McCumber	Montana Maid Coffee
Dennis Swibold	Handblown Shot Glasses
Jan Anderson	Movie Pack with <i>Cut Bank</i> movie poster
Jeff & Melody Martinsen	<i>We Are The Warriors</i> , signed book
Jeff & Melody Martinsen	Ross Fly Rod & Reel, flybox, flies, hat
Holly Lehnen	Moscow Mule Bucket
Jim Strauss	Mad Men "Old Fashioned Advertising"
Jim Strauss	Framed Stockholder Shares Certificate
Brian & LeAnne Kavanagh	Original photo of K. A. "Doc" Eggenesperger
Brian & LeAnne Kavanagh	Gift Basket of Missoula Goodies
Brian & LeAnne Kavanagh	Three Forks Market gift pack
Lynne Foland	Handcrafted Love Montana License Plate Sign
Lynne Foland	Whippersnapper Pint Glasses
Lynne Foland	Dad's Garage 6 pack gift pack
Matt Gibson	Kate Hunt Artist Studio Tour, Dinner
Tim Burmeister	Dad's Garage 6 pack gift pack
Tim Burmeister	<i>Discover the Rocky Mountain Front</i> book
Tyler Miller	Stainless Steel Bakeware Set

Generously Donated By

The Madisonian
MDU Resources (cash)
Big Timber Pioneer
MDU Resources (cash)
MDU Resources (cash)
Cut Bank Pioneer Press
The Herald News
Livingston Enterprise
MDU Resources (cash)
MDU Resources (cash)
Great Falls Tribune
MNA
Missoulian
MNA
LeAnne Kavanagh
Great Falls Tribune
MDU Resources (cash)
Missoula Independent
MDU Resources (cash)
Great Falls Tribune
MNA



Pictures are worth a thousand correctly spelled words...view the photo album on the Foundation's page at mtnewspapers.com

2015 foundation **ROUNDUP**

MT Fall Football Brawl Cat Griz Extravaganza Raffle - \$2,530

253 tickets were sold...and the winner is Kay DeBruckyer of Dutton, Montana!

Special thanks to LeAnne Kavanagh for selling 60+ tickets! Thanks to all our newspapers and to the individuals who sold raffle tickets and for running promotional ads in their respective newspapers. Thank you to the donors who made the package possible: Bozeman Daily Chronicle donated cash to purchase the lodging (two rooms, one night); Belgrade News donated cash for the tailgate party catering and Montana State University donated the four Cat Griz games passes, all seats together. The winner Kay DeBruckyer is a fan of both UofM and MSU, but she will be decked out in Blue and Gold at the November brawl. Kay and her family own and operate DeBruckyer Charolais and are statewide display advertisers out of the Choteau Acantha area.

Live Auction Donations and Winning Bidders - \$5,425

21 items were donated and purchased through the silent auction

Winning Bidder

Jim Strauss
 Jeff Martinsen
 Brian & LeAnne Kavanagh
 Jim Rickman
 Flathead Beacon
 Lynne Foland
 Pamela Chriske
 Jim Strauss
 Matt Gibson
 David McCumber
 Jan Anderson
 Susanne Hill
 Matt Gibson
 Mark & Cheryl Nook
 Tyler Miller
 Darla Downs
 Brian & LeAnne Kavanagh
 Mark & Cheryl Nook
 Tim Burmeister
 Brian & LeAnne Kavanagh
 Jim Strauss

Item

Virginia City Trip, Gift Certificates
 Beaverhead Brewery Pale Ale Growler
 Best of Choteau Gift Basket
 Guided Fly Fishing, Missouri River, Dinner
 Basket of UM Gear
 "The Twins" print by E Martin Hennings
 Miles City Bucking Horse Sale Weekend Trip
 "Rick O'Shay, Hipshot" print by Stan Lynde
 Basket of UM Gear
 Fishing Basket, Guided Fly Fishing, Missouri River
 Beaverhead Brewery Porter Growler
 Martinson's Ranch Chocolates
 Antique Roll Top Desk with newspaper history
 Guided Fly Fishing, Yellowstone River
 Basket of UM Gear
 Cowboy Poetry Gathering Weekend
 Moscow Mule Bucket
 Firehole Pottery by Carl Sheehan
 Montana Spirits Booze Basket
 Star Quilt
 "Mountain Goat Overlooking Gunsight Lake"
 black white photo on canvas by Mel Ruder

Generously Donated By

The Madisonian
 Dillon Tribune
 Choteau Acantha
 Matt & Kev Campbell
 UM School of Journalism
 Great Falls Tribune
 Miles City Star
 Great Falls Tribune
 UM School of Journalism
 Independent Record
 Dillon Tribune
 Yellowstone County News
 Butch Larcombe
 Carbon County News
 UM School of Journalism
 Lewistown News-Argus
 Montana Standard
 Belgrade News
 Flathead Beacon
 Darla Downs
 Hungry Horse News

Mini Raffle \$1 per chance, 8 Bottles of "Paperboy" chardonnay wine - \$66

Heads or Tails 50/50 - \$90 for MNF / \$90 for winner Jim Strauss

A bonus drawing was held in conjunction with the silent auction...those bidders who raised their silent auction bids to a higher amount were entered with the winner, Jim Strauss, receiving a 3-Year Subscription to Montana Magazine, generously donated by Jenna Cederberg of Montana Magazine.

Greg Corr Benefit - \$2,840

244 tickets were sold...the winner of the bronze piece "Read All About It" is Tyler Miller, Publisher of the Independent Record!

Melody Martinsen donated the limited edition bronze and the printing of the raffle tickets was donated by Scott Turner, Billings Times. Melody actually donated the bronze twice, first for the benefit raffle, then again after her raffle ticket stub was selected by random drawing and she requested another winner's name be drawn. Greg and Cheryl were sent the raffle ticket stubs to review. Cheryl wrote a note of thanks and appreciation for each and every person who donated. The original artwork donated by Laurel Ovitt of Whitehall and the Clays Calico pottery studio in Carter was purchased at the live auction by Kev Campbell, Tyler Miller, Brian & LeAnne Kavanagh and Jeff & Melody Martinsen.

Please consider making donations to the Foundation throughout the year by "rounding-up" quarterly membership dues. We look forward to doing more in the years to come in order to raise, accumulate and disperse funds for scholarships, internships and member education for the news publishing industry in Montana. Your continued support is greatly appreciated!